

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Cribb, T. Kenneth: Files
Folder Title: [National Drug Policy Board]
Prevention Education 11/17/1987 (2)
Box: 14

To see more digitized collections visit:
<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:
<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

PREVENTION EDUCATION COMMITTEE
Chapter for the National Drug Policy Board

November 13, 1987

CONTENTS

	Page
I. Drug and Alcohol Use Among Youth	1
II. Local Response to Drug and Alcohol Use Among Youth	1
III. Research on Drug and Alcohol Use	3
IV. National Strategy for Preventing Alcohol and Drug Use	4
V. Role of States in the National Strategy: Provide Assistance and Expertise	7
VI. Our Goal: Assist Grassroots Efforts	8
VII. Our Strategy for Assisting Grassroots Efforts	9
VIII. Summary and Future Directions	34
IX. Prevention Education Resource Summary	35

I. Drug and Alcohol Use Among Youth

Drug and alcohol use continues to pose a serious threat to this Nation's youth. Although overall use has declined over the past decade, rates of use remain dangerously high. For example, alcohol is still widely and frequently used by young people, with almost two-thirds of all high school seniors reporting use. In addition, surveys over the last several years have indicated that youth are using drugs at younger and younger ages.

During the 1980s, another cause for great concern has been the growing use of cocaine. In fact, cocaine use has been the fastest growing drug problem in the United States. Despite public attention to its addictive potential and possibly toxic effects, no signs of a decline in the use of that drug are evident. Most alarming is the availability of cocaine in a cheap but extremely addictive form called crack, a purified form of the drug that is smoked. Evidence of the widespread availability and use of crack serves as a reminder to the Nation that the fight against drug and alcohol use must be fought with vigilance and determination.

II. Local Response to Drug and Alcohol Use Among Youth

Parents and communities began to respond to the growing problem of drug and alcohol use among youth as early as 1976. That year,

Keith Schuchard formed the first parent group in Atlanta, Georgia, mobilizing the efforts of parents determined to stop drug and alcohol use among their children. The following year, Families in Action was formed, and in 1978, the Parents' Resource Institute for Drug Education (PRIDE) came into being.

By the spring of 1984, over 4,000 parent groups had been formed in the United States. Parents had become more determined, informed, and effective in their campaign against drug and alcohol use among youth, and the campaign had spread to communities and schools across the Nation.

Today, organizations, such as PRIDE, the National Federation of Parents for Drug-Free Youth (NFP), Parents Who Care, the Just Say No! Foundation, and local PTAs, are continuing the fight for a drug-free youth. These organizations also continue to receive support from such national figures as First Lady Nancy Reagan. As Mrs. Reagan has stated:

Our number one priority is prevention... and parents hold the key. Children look to their parents for guidance, and we must give it to them.

As drug and alcohol use among youth increased, businesses and organizations across the country also took up the cause of drug and alcohol use prevention. For example, corporations, such as IBM and Proctor & Gamble, have supported prevention efforts by

printing and distributing materials, providing needed resources, and working in local communities. In Barnstable, Massachusetts, we see another example of businesses working with the local community to establish and sustain a prevention program to meet local needs. Organizations, such as the Boy Scouts, the National 4H Association, the International Association of Lions Clubs, Rotary International, and the Elks, have also actively supported prevention programs for youth in their communities.

Through the efforts of parents and concerned communities, the problem of drug and alcohol use among youth is being addressed. By responding to that problem, those at the local level have been part of one of the largest grassroots efforts this Nation has experienced.

III. Research on Drug and Alcohol Use

Drug and alcohol use remains a complex problem, involving factors associated with the individual, the environment, and the characteristics of drugs and alcohol themselves. Bonnie Benard of the Prevention Resource Center writes:

Perhaps the most important conclusion we can make from over a decade of prevention research ... is that the causes of substance abuse are multiple - involving personality, environmental, and behavioral variables - and prevention efforts focused on a single system and a single strategy will probably fail. ("Characteristics of Effective Prevention Programs," Prevention Forum, Volume 6, Issue 4, June 1986, p. 3.)

Traditionally, most prevention programs have focused on the individual in an attempt to remedy perceived deficiencies of knowledge, coping skills, or behavior. Unfortunately, recent research has shown that prevention efforts focusing on only one or two factors that influence drug and alcohol use are unlikely to succeed. Therefore, prevention efforts have more recently begun to address the individual within the broader context of parents, communities, schools, and peers. Those prevention efforts that address this broader context are likely to hold the most promise for preventing drug and alcohol use among youth, and they serve as the basis for our national strategy.

IV. National Strategy for Preventing Alcohol and Drug Use

If this Nation is to win the fight against alcohol and drug use among youth, the ongoing efforts of parents and communities, cited earlier, must be encouraged and joined with those of schools. Therefore, an effective, comprehensive national strategy for preventing drug and alcohol use among youth is a grassroots strategy, requiring the commitment of those who most directly influence children's lives: parents, communities, schools, and other youth.

A. Parents

Parents have the primary responsibility for ensuring that the youth of this Nation remain free of drugs and alcohol. To meet this responsibility, parents must teach their children standards of right and wrong, reinforcing those standards through personal example. Parents must also help their children resist peer pressure to use drugs and alcohol by supervising their children's activities, knowing their children's friends, and talking with their children about their interests and problems. And finally, parents must be knowledgeable about drugs and alcohol and signs of use. Whenever symptoms are observed, parents must respond promptly and effectively.

B. Communities

Communities must assist parents in the fight against drug and alcohol use. This assistance includes determining the extent and character of drug and alcohol use and effectively monitoring that use. Communities must also ensure that laws and policies reflect a strong no-use message and are fairly and consistently enforced. Other assistance and expertise must be provided to parents and schools, including involving local law enforcement agencies in all aspects of drug and

alcohol use prevention: assessment, enforcement, and education. The police and courts should have well-established and mutually-supportive relationships with parents as well as schools. And finally, communities must establish plans for coordinating private and public assistance and effectively targeting that assistance.

C. Schools

Schools have a vital role to play in supporting the efforts of parents and communities to prevent drug and alcohol use among youth. Schools must first determine the extent and character of drug and alcohol use and establish means to monitor that use regularly. Schools must establish clear and specific rules regarding drug and alcohol use that include strong corrective actions. Other important activities for schools include enforcing established policies against drug and alcohol use fairly and consistently, implementing security measures to eliminate drugs and alcohol from school premises and school functions, and initiating a comprehensive prevention curriculum for kindergarten through grade 12. The curriculum should teach that drug and alcohol use is wrong and harmful, while supporting and strengthening the student's resistance to use. And finally, schools must reach out to parents and the community for support and assistance in

making the school's policy and program work. The collaborative efforts of schools, parents, and communities can ensure that necessary resources are available for the fight against drug and alcohol use. This collaboration will also ensure that the no-use message is reinforced by all the adults in a child's life.

D. Youth

Although parents have a primary role to play in preventing drug and alcohol use among youth, the youth of this Nation must also assume responsibility for ensuring that they and their peers do not use drugs and alcohol. Children must learn about the effects of using drugs and alcohol, the reasons why they are harmful, and ways to resist pressures to try drugs and alcohol. Using this understanding, they can help their peers avoid use and persuade those using drugs and alcohol to seek help. Children must also report those selling drugs to parents, teachers, principals, or police.

V. Role of States in the National Strategy: Provide Assistance and Expertise

Grassroots efforts to address drug and alcohol use among youth are already under way, and States are assisting those

efforts. In 1986, for example, State agencies administered almost \$130 million for prevention. Three-fourths of the States required schools to teach about drug and alcohol use, and three-fifths issued standards to be followed in implementing school programs. Finally, almost all States provided technical assistance to local school districts and schools, most often through guides to resources, help in developing effective programs, and help in coordinating efforts with communities.

With the support from their States, parents, communities, and schools can continue the efforts they have already begun, and new efforts can begin. This will require States to make available the necessary expertise and assistance to support those efforts, including providing information, training, and technical assistance. States will also have a role to play in ensuring that local, grassroots efforts are coordinated.

VI. Our Goal: Assist Grassroots Efforts

Our goal is to assist grassroots efforts to implement comprehensive programs to prevent drug and alcohol use among youth. Drug and alcohol use is impairing the memory and alertness of our children and ultimately their self-discipline and motivation to achieve. By assisting

parents, communities, and schools to prevent drug and alcohol use, we can work with these groups to ensure that current trends do not continue. Free of drugs and alcohol, our youth can pursue productive, useful lives.

VII. Our Strategy for Assisting Grassroots Efforts

Parent and community efforts to implement comprehensive programs are under way. To assist those efforts, we have identified four strategies that focus on the many individuals who influence children's lives: parents, individuals in the community, school officials, teachers, and peers. Briefly, the strategies require us to:

- o Provide leadership to increase awareness about the dangers of drug and alcohol use among youth and to empower parents, communities, and schools as they continue to take effective action.
- o Support the collection of up-to-date information about trends in drug and alcohol use, programs that work, and the latest evaluation and research findings.
- o Provide information to parents, individuals in the community, school administrators, teachers, and youth to increase knowledge about drug and alcohol use and to promote effective prevention efforts.
- o Make assistance available to parents, communities, schools, and youth as they work to implement comprehensive prevention programs.

The sections that follow provide a complete discussion of our strategies. As each strategy is outlined, efforts to implement the strategy, including brief descriptions of selected programs, are presented. Appendix A provides more complete information about the resources we have committed to each strategy. Appendix B contains descriptions of the prevention programs listed for fiscal year 1987 in Appendix A. The programs include not only those highlighted in the narrative that follows, but many others being undertaken to implement our strategies.

A. Leadership: Awareness and Empowerment

The people of this Nation are changing the way they think about drugs and alcohol. In the last few years, legalization has been discussed less frequently, while parents, communities, schools, and children have begun to realize that they do not have to tolerate drug and alcohol use.

These changing attitudes are due in no small part to the efforts of the President, Mrs. Reagan, and members of the Cabinet. President and Mrs. Reagan have been important catalysts in increasing national awareness about the dangers of drug and alcohol use. The President has made stopping illegal drug and alcohol use a domestic priority,

and this stance has changed the minds of Americans who once thought preventing drug and alcohol use among youth an impossibility. Mrs. Reagan has also actively supported grassroots efforts to prevent drug and alcohol use. Her work with PRIDE and Just Say No! is well known and has empowered parents and their children to fight drugs and alcohol. And finally, Cabinet members have kept the problem of drug and alcohol use among youth before the American people, urging them to become involved in prevention efforts.

The effect of this leadership must not be underestimated. It is an important role for the Federal Government to play, strengthening the will of those individuals who can make a difference in children's lives. Therefore, the President, Mrs. Reagan, and members of the Cabinet will continue to provide leadership by making prevention a major theme for speeches and activities. They will also continue to focus attention on effective prevention programs in communities around the country. Clearly, primary responsibility for addressing drug and alcohol use among youth lies with parents, communities, schools, and youth. However, we must continue to provide strong and concerned leadership.

1. Effectiveness

To provide effective leadership, this Administration will continue to convey the message that drug and alcohol use among youth will not be tolerated. It is a problem which those who care about children must commit themselves to solving. As this message is spread across the Nation, we will monitor public opinion polls to determine whether Americans are more concerned about drug and alcohol use among youth and perhaps more willing to become involved in prevention efforts. Public opinion will then indicate how effective these leadership efforts have been.

2. Resources

Providing continued leadership in this national effort need not be associated with large expenditures of funds. In fact, the current Administration has supported numerous activities with resources currently available for the general activities of various offices. Therefore, specific resources have not been identified with this strategy.

B. Information Collection: Surveys, Programs That Work, Evaluations, and Research

To assist local efforts to address drug and alcohol use among youth, we support the collection of information vital to parents, communities, and schools as they plan and implement comprehensive prevention programs. Information is collected by conducting national surveys, identifying programs that work, and supporting evaluations and research. This information increases knowledge about the magnitude of the problem of drug and alcohol use among youth, effective ways to address that problem, and how drugs and alcohol actually affect young people.

1. National Surveys

One important source of information is national surveys on the incidence and prevalence of drug and alcohol use among youth. These surveys tell us who is using drugs, how often, and why. For example, the National Institute on Drug Abuse (NIDA) sponsors the High School Senior Survey that seeks to uncover the causes, consequences, and patterns associated with drug use among high school seniors. Plans are under way to expand the Survey to include seventh, eighth, and tenth grade students.

2. Programs That Work

As part of current efforts to collect up-to-date information, we are identifying programs that work. One example is the Drug-Free Schools Recognition Program sponsored by the Department of Education (ED). A panel which includes school officials, guidance counselors, law enforcement officers, individuals who have worked with prevention programs, and parents will review prevention programs across the Nation. The outstanding programs identified will then be honored at ceremonies in the Nation's capital. In addition, the Office for Substance Abuse Prevention (OSAP) and ACTION are currently identifying community-based programs that work.

3. Evaluations

As part of current efforts to collect information, we are also conducting three types of evaluations. First, process evaluation provides a description of program activities and is essential for project replication. Second, outcome evaluation determines whether and to what extent programs have had desired effects. For example, are reductions in drug or alcohol use evident, or is the onset of use delayed? And finally, impact evaluation measures other results that emerge from the intervention. Desired results may include

declining school dropout rates and decreases in drug-related automobile accidents.

Agencies conducting evaluations of prevention programs include NIDA, the National Institute on Alcohol Abuse and Alcoholism (NIAAA), and the National Institute of Justice (NIJ). For example, NIAAA is evaluating programs designed to reduce the incidence and prevalence of alcohol use among youth, while NIJ is evaluating the impact of a violence prevention curriculum on the attitudes and behavior of tenth graders. This evaluation includes an examination of school academic and disciplinary records for both treatment and control subjects in ten cities across the Nation.

4. Basic Research

Basic research provides information that is essential to efforts to persuade youth not to use drugs. This research which NIDA and NIAAA have been conducting focuses on understanding such factors as: the actions of drugs on the central nervous system; the chemical composition and structure of drugs; and the metabolism and distribution of drugs in the body. Armed with this information, parents, individuals in the community, school administrators,

teachers, and peers can discuss drugs and alcohol with children and attempt to persuade them to say no to drug and alcohol use.

5. Effectiveness

Efforts to collect information include national surveys, the identification of model programs, evaluations, and research. To consider these efforts successful, the information collected must address the needs of those who will use it: parents, communities, schools, and youth. Therefore, the effectiveness of our strategy to collect information ultimately depends on making that information responsive to national needs. As the following strategy outlines, we will continue to work to make our information useful and relevant to those concerned about drug and alcohol use among our Nation's young.

6. Resources

As indicated on page 35, we have devoted \$23.8 million in fiscal year 1987 to our strategy of collecting information.

C. Information Dissemination

A critical need of parents, communities, and schools involved in designing and implementing prevention programs is accurate

and timely information. We will continue to meet this need by providing general information on drug and alcohol use, publicizing model programs, and disseminating the latest findings from evaluations and research. This information will educate the public about the Nation's drug and alcohol problems and ways for all concerned citizens to become involved in prevention efforts.

1. General Information to the Public

To make information more readily available, the National Clearinghouse for Alcohol and Drug Information has been established. The Clearinghouse provides the following services to parents, communities, and schools: the preparation and distribution of publications, reference and referral services, and films and videotapes on loan.

Other general information is available directly from several Federal agencies, including NIDA and the Drug Enforcement Administration (DEA). For example, those agencies provided publications for conferences held by NFP and private sector companies, including IBM, the Xerox Corporation, and Southern Railways. Several agencies also prepare newsletters. For example, the Department of Health and Human Services and the Bureau of Indian Affairs (BIA) prepare a newsletter for

tribes across the Nation. ED also prepares and distributes a newsletter which includes a variety of information on alcohol and drug use prevention for schools.

And finally, we sponsor numerous media campaigns to provide general information to the public. Through the media, for example, DEA informs the public about the consequences of drug use. OSAP sponsors the "Be Smart! Don't Start! Just Say No!" campaign and, in cooperation with NIDA, "Cocaine: The Big Lie." The U.S. Customs Service also supports various anti-drug public service announcements.

2. Publicize Model Programs

A second focus of our efforts is publicizing information about prevention programs that work. For example, NIJ has developed an Issues and Practices report highlighting effective prevention programs. In addition, OSAP has publicized 20 effective community-based programs in conjunction with the National Association of State Alcohol and Drug Abuse Directors. And finally, ACTION and ED will publish handbooks on the model community and school programs they identify.

3. Disseminate Evaluation and Research Findings

Once evaluations and research are completed, results must be disseminated quickly to those planning and implementing programs: parents, communities, and schools. Using the most up-to-date evaluation and research results, they can more effectively address local problems of drug and alcohol use among youth.

Several agencies are involved in disseminating evaluation and research results. For example, OSAP will soon be releasing Prevention Pipeline: An Alcohol and Drug Awareness Service which includes prevention research findings, public opinion analyses, and trend data. Publications available from NIDA and NIAAA also make this information available to the public.

4. Effectiveness

In support of our third strategy, we will provide general information to the public, publicize model programs, and disseminate evaluation and research results. The following sections outline how we will seek to improve our effectiveness in carrying out these activities.

a. Effectiveness: General Information

To increase the effectiveness of our efforts to provide general information to the public, coordination among numerous agencies must occur. Therefore, a Steering Committee for the National Clearinghouse on Alcohol and Drug Information has been established. Individuals on the Committee represent the following agencies: the Alcohol, Drug Abuse, and Mental Health Administration; the U.S. Information Agency; the Department of Transportation; the Department of Housing and Urban Development; the Department of Defense (DOD); the Department of Justice; ACTION; DEA; BIA; and ED.

Since being formed, the Steering Committee has developed a system of interagency coordination for printing, materials development, and dissemination, thereby avoiding duplication and enhancing available resources. The Committee has also established procedures to record and document inquiries and update Clearinghouse files as new information becomes available. These cooperative procedures are designed to make the Clearinghouse more responsive to the community it serves.

Although coordination among agencies is important to providing the most accurate and useful information to the

public, we must also work to increase the use of available services and enhance satisfaction with those services. Therefore, initial measures of effectiveness include increases in the number of inquiries to the Clearinghouse. Replies received on the response cards provided with materials will also be reviewed to determine whether the information we disseminate is effectively serving the Nation.

To ensure the success of media campaigns designed to provide general information to the public, we must again promote coordination among the various agencies preparing public service announcements. We will encourage agencies to provide technical assistance to one another and to share expertise. For example, NIDA, OSAP, and NIAAA may review materials other agencies are developing to determine whether they appropriately address the health effects of drug use. Through this coordination, agencies will avoid duplication of effort and develop the most effective campaigns possible.

In addition to encouraging coordination among agencies, we will work with private sector organizations, such as the National Association of Broadcasters. By drawing on the expertise of those organizations, agencies can determine how best to allocate their resources and disseminate media materials.

Other coordination with the private sector has included providing substantive expertise and data on the extent of the drug use problem. For example, NIDA has assisted the American Association of Advertising Agencies by providing survey data and research findings. OSAP has also assisted the National Basketball Association to develop films on drug use which showcase sports personalities as role models. Such efforts ensure that the resources we devote to prevention education are enhanced and effective information presented to the public.

Another method for increasing the effectiveness of our media campaigns is to test them prior to distribution. The relevant knowledge of a control group may then be compared to the level of knowledge of those exposed to the campaign. The difference in the level of knowledge indicates the effect the campaign may have if it reaches the intended target audience. Through testing, we may ensure that target audiences will accept and focus attention on our drug and alcohol use prevention message.

And finally, once our campaigns are developed, we must monitor how frequently our advertisements and articles are printed and our television and radio public service announcements broadcast. To determine how well the campaigns

are disseminated, we must also compile information on where announcements are aired and materials printed.

b. Effectiveness: Programs that Work

Parents, communities, and schools have already implemented numerous prevention programs across the country, and plans are under way to begin others. To assist those who have already implemented programs and those just starting, we will collect information about programs that work. We will also monitor how effectively we are meeting the needs of program planners as we identify programs. This will include expanding efforts to identify additional programs, including those addressing unique circumstances or incorporating unique approaches. Our target is to identify as many as 100 programs over the coming year. We will also work to coordinate agency efforts so that our evaluations are based on the same or similar criteria. We may then establish a national database of programs that work.

c. Effectiveness: Evaluations and Research

We must ensure that our evaluation and research findings effectively address the needs of programs planners. Evaluation and research results must first be disseminated to

program planners. Equally important, however, the concerns and practical insights of those individuals must be transmitted to researchers to stimulate the development of theory and systematic prevention research.

To ensure that this exchange of information occurs, we have undertaken several initiatives. For example, OSAP has established a Learning Community of grantees, researchers, Federal, State and local government officials, parents, and youth. Working with ED, NIDA, and NIAAA, OSAP has also formed a Task Force for Information Exchange. And finally, ED has conducted workshops to encourage professionals to conduct studies on drug use and school-based prevention strategies.

5. Resources

We have devoted \$17.7 million in fiscal year 1987 to our strategy of disseminating information.

D. Assistance to Parents, Communities, Schools, and Youth

In addition to collecting and disseminating information, we are providing technical and financial assistance to parents, communities, and schools, including elementary and secondary

schools and institutions of higher education. Other assistance is directly targeted to assist youth. Through this assistance, we support effective comprehensive programs to prevent drug and alcohol use among our youth.

1. Parents and Communities

We are working to support parent and community involvement in prevention efforts targeted at youth. The number of parent and community groups has increased significantly over the past decade. However, special efforts are needed to encourage those groups to become even more involved in prevention. The base of existing parent and community organizations must be broadened, and new drug and alcohol use prevention activities begun. By providing technical and financial assistance, we will continue to assist parents and communities in initiating and sustaining those prevention activities.

Our technical assistance for parents and communities enables them to continue to implement effective drug and alcohol use prevention programs. For example, OSAP conducts conferences and training workshops for parents, ethnic minorities, community leaders, and youth to encourage them to initiate prevention activities. The National Highway

Traffic Safety Administration (NHTSA) and the Office of Juvenile Justice and Delinquency Prevention (OJJDP) have also held a national conference for private, non-profit organizations to identify assistance available at the local level, while DEA has supported the Law Enforcement Explorer Drug Abuse Prevention Program. This program provides training seminars to encourage community-based prevention projects. And finally, NHTSA has prepared a Youth Compendium of Program Ideas to assist community program planners in coordinating the work of those addressing prevention.

In addition to providing technical assistance, we provide financial assistance for parents and communities. For example, ACTION's Drug Alliance has awarded community-based volunteer demonstration grants, including assistance specifically earmarked for low-income parent groups. Recipients of ACTION funding include PRIDE, Families in Action, NFP, and the Just Say No! Foundation. OSAP provides support for community prevention activities through model community-based programs. And finally, ED provides funds to the Governor of each State to fund coordination and training for community-based programs.

2. Elementary and Secondary Schools

Drug use among youth is most effectively prevented through comprehensive programs that include parents, individuals from the community, teachers, school administrators, and youth. Programs must promote the no-use message at home and in the community while providing reinforcement of the message in schools. Youth will then be presented with a consistent, unambiguous message: illicit drug and alcohol use is harmful and wrong and will not be tolerated.

To assist schools in implementing comprehensive programs, we provide technical assistance through several resources. One resource is ED's Challenge campaign which complements the guidebook What Works: Schools Without Drugs. That guidebook outlines a plan for parents, community leaders, school officials, and students to create effective comprehensive prevention programs. The Challenge campaign then seeks to mobilize those same people to develop similar plans. In schools operated by the DOD, the Challenge campaign has already been implemented as one part of DOD's comprehensive effort to establish prevention programs in those schools.

Other technical assistance is currently available from the Department of Justice, including OJJDP and the Bureau of Justice Assistance (BJA). OJJDP assists schools to establish programs promoting safety, while BJA has established regional centers to provide training for those wishing to replicate the Drug Abuse Resistance Education (DARE) Program. OSAP and NIDA also work extensively with the State Alcohol and Drug Abuse Directors and the National Prevention Network to ensure that school prevention programs incorporate the latest in research findings. This technical assistance is provided in several ways, including through regional workshops.

And finally, technical assistance is provided by ED's five regional centers. To date, these centers have trained teams from more than 5,000 schools, and plans are underway to expand the program to assist State education agencies and institutions of higher education as they work with elementary and secondary schools.

While the comprehensive programs currently being implemented by schools are generally not expensive, we also provide financial assistance to support the establishment of those programs. ED provides assistance through two grant programs. The first provides funds to assist SEAs, school districts, and schools in establishing programs that include

parents, students, school officials, and community leaders. The second grant program assists colleges and universities to train teachers in drug and alcohol use prevention and to establish demonstration programs in elementary and secondary schools.

Other agencies that provide financial assistance to schools for their comprehensive programs include the State Department, DOD, and BIA. With these funds, schools develop drug policies and curricula, train teachers and administrators, and evaluate their programs.

3. Institutions of Higher Education

Those programs that touch the many elements of a young person's life appear the most promising in preventing drug and alcohol use problems. As with programs for elementary and secondary students, comprehensive prevention programs for college students enable reinforcement of the anti-drug message by parents, the community, school administrators, faculty, and students. Therefore, we encourage efforts to develop comprehensive programs that establish and enforce strong policies against illicit drug use and implement and monitor prevention programs on the Nation's college campuses.

Technical assistance for colleges and universities is currently available from Federal agencies, including NHTSA. That agency sponsors Techniques for Effective Alcohol Management (TEAM). With private sector cooperation, this program attempts to curtail the sale and consumption of alcoholic beverages at sporting and entertainment events. NHTSA is currently working to introduce TEAM on college campuses as a component of comprehensive programs.

To provide further technical assistance, ED has developed a network of colleges and universities striving to establish sound prevention programs. An advisory body has outlined plans to assist interested colleges and has addressed problems that may be faced in implementing comprehensive programs.

Like programs for elementary and secondary schools, programs for institutions of higher education are generally not expensive to implement. To provide encouragement to these institutions to develop and implement programs, however, ED provides financial assistance through the Drug Prevention Program for Students Enrolled in Institutions of Higher Education. One focus of the Program is to increase collaboration among institutions and communities.

4. Youth

While comprehensive programs require the support of parents, communities, and schools, they also call for youth to assume responsibility for preventing drug and alcohol use. We are currently supporting programs to assist students as they work to be drug-free. For example, the Sports Drug Awareness Program, sponsored by DEA and OJJDP, works with student athletes. In addition, NHTSA's Project Graduation works to reduce the incidence of alcohol and other drug-related highway fatalities among young people attending graduation parties and events, while heightening public awareness about teenage drinking and driving.

5. Effectiveness

To assess the effectiveness of our strategy to assist grassroots efforts, we must first determine whether the rate of drug and alcohol use among youth has declined. Fortunately, the necessary information about this use is readily available from several sources. Many States survey students about their drug and alcohol use, and the High School Senior Survey measures patterns of use among seniors. ED also requires that institutions of higher education receiving grants for the prevention of alcohol and other drug

problems conduct such surveys as part of their program monitoring. A reduction in drug use, as measured by these surveys, may then provide one indicator that the programs we assist are working.

Other indicators may include the number of schools participating in our programs. For example, an increase in the number of institutions of higher education joining the drug-free network may indicate that more of those institutions are establishing programs and assisting in the fight against drug and alcohol use among youth. Participation in the Challenge campaign or OSAP's "Be Smart! Don't Start! Just Say No!" campaign may also be monitored.

We are also continuing efforts to determine which initiatives are effective in preventing drug and alcohol use. However, responsibility for doing so is shared with parents, communities, and schools. If programs are working, those at the local level will be the first to know, and likewise, if programs are not working, parents, communities, and schools should discover the cause for the failure and take corrective actions.

Clearly, management at the local level is essential to the effective use of Federal funds. Those funds are being spent

on new programs, and we must be sure that the programs work. Therefore, we are establishing criteria for program effectiveness based on reductions in drug and alcohol use among youth. Amendments to the Anti-Drug Abuse Act which would ensure increased accountability of those receiving Federal funds have also been drafted.

And finally, to support program planners as they monitor and assess the new programs they implement, we are providing technical assistance. Examples of this assistance include OSAP's support for the following: training workshops on self-evaluation of drug and alcohol prevention programs; technical assistance to States and communities in conducting evaluations of prevention programs; and the establishment of a national evaluation resource network to provide further guidance. The resulting program evaluations act as guides for future program design and can tell us if programs are working. The programs we support must be accountable, and by assisting parents, communities, and schools to evaluate their programs, we make greater accountability possible.

6. Resources

We have devoted \$196.2 million to assisting parents, communities, schools, and youth.

VIII. Summary and Future Directions

Preventing drug and alcohol use among youth requires the support of the many individuals who touch the lives of our young people. Our strategies and initiatives for assisting parents, communities, schools, and youth as they continue to implement comprehensive prevention programs address this requirement. The appendices that follow provide more complete information about our many initiatives.

As we develop and implement these initiatives, many of which are new, we must strive to ensure that we are funding effective programs -- ones that reduce drug and alcohol use among the young. We should not significantly increase funding until we begin to see those reductions. Our plans for increasing effectiveness will also provide the information we need to monitor our efforts and make necessary adjustments. As discussed earlier, local communities will assist in ensuring increased effectiveness by determining whether their programs are reducing the rate of drug and alcohol use.

As we proceed, we will work to ensure that all of our programs support the local, comprehensive approach to preventing drug and alcohol use among our children. In addition, we will work with States to ensure that programs are coordinated and accountable and that they develop and support effective, comprehensive prevention programs.

PREVENTION EDUCATION RESOURCE SUMMARY
(dollars in thousands)

Strategy	FY 1987 (Estimated Actual)		FY 1988 (Projected)		FY 1989 (OMB Request)	
	\$	FTE	\$	FTE	\$	FTE
Information Collection	23,766	41	18,674	35	18,639	35
Information Dissemination	17,714	51	8,801	50	9,127	52
Assistance	196,175	159	223,495	157	231,948	166
TOTAL	237,655	251	250,970	242	259,714	253